

ORDER

Orders
Order / Rev: 1314481
Alt Order #: 08417846
Product Desc: CERETTO ST ASSEMBLY
Estimate:
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/17/16 / 10/18/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mark Guma Communications/ POL
Buying Contact:
Billing Contact:
 211 West 107th Street
 New York, NY 10025

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Ceretto for State Assembly / POL
Demographic: A35+
Product Codes: PL-State House Representative
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107679
Agency External ID: 29260AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	58	\$30,320.00	\$25,772.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	58	\$30,320.00	\$25,772.00	0.00
Totals	58	\$30,320.00	\$25,772.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	34%	\$30,320.00
Market	100%	\$89,176.47

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	32%	\$28,536.47
WKBW	22%	\$19,618.82
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	12%	\$10,701.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/18/16	10/24/16	Today Show	CM	Today Show	MTWTF--	:30	5	\$660.00	P02-F	0.00	NM	5	\$3,300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/18/16	10/24/16	MTWTF--		5		\$660.00		0.00					
E 2	WGRZ	10/22/16	10/22/16		CM	7a-9a	-----S-	:30	1	\$405.00	P02-F	0.00	NM	1	\$405.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show Sa NBC Today Show (Sa)															
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-					1	\$405.00		0.00			
E 3	WGRZ	10/23/16	10/23/16	Local News @ 630a Su	CM	630-7a	-----S	:30	1	\$210.00	P03-F	0.00	NM	1	\$210.00
Local News @ 630a Su															
EARLY DAYBREAK SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S					1	\$210.00		0.00			
E 4	WGRZ	10/18/16	10/24/16	Today Show 2	CM	9-10a	MTWTF--	:30	3	\$225.00	P03-F	0.00	NM	3	\$675.00
Today Show 2 (9:00 AM-10:00 AM)															
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$225.00		0.00			
E 5	WGRZ	10/18/16	10/24/16	Today Show 3	CM	10-11a	MTWTF--	:30	3	\$185.00	P03-F	0.00	NM	3	\$555.00
Today Show 3															
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$185.00		0.00			
E 6	WGRZ	10/18/16	10/24/16	Days of Our Lives	CM	1p-2p	MTWTF--	:30	3	\$175.00	P03-F	0.00	NM	3	\$525.00
Days of Our Lives (1:00 PM-2:00 PM)															
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$175.00		0.00			
E 7	WGRZ	10/18/16	10/24/16	Steve Harvey 2-3p	CM	2-3p	MTWTF--	:30	3	\$50.00	P04-C	0.00	NM	3	\$150.00
Steve Harvey															
TD JAKES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$50.00		0.00			
E 8	WGRZ	10/18/16	10/24/16	Dr. Phil 3-4p	CM	258P-4P	MTWTF--	:30	2	\$280.00	P03-F	0.00	NM	2	\$560.00
Dr. Phil (3:00 PM-4:00 PM)															
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					2	\$280.00		0.00			
E 9	WGRZ	10/18/16	10/24/16	Ellen 4-5p	CM	359P-5P	MTWTF--	:30	2	\$350.00	P03-F	0.00	NM	2	\$700.00
Ellen															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					2	\$350.00		0.00			
E 10	WGRZ	10/18/16	10/24/16	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
Local News @ 5p M-F															
CHANNEL 2 NEWS FIRST AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$700.00		0.00			
E 11	WGRZ	10/18/16	10/24/16	Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
Local News @ 530p M-F															
CHANNEL 2 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$700.00		0.00			
E 12	WGRZ	10/18/16	10/24/16	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$980.00	P03-F	0.00	NM	3	\$2,940.00
Local News @ 6p M-F															
CHANNEL 2 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/18/16	10/24/16	MTWTF--					3	\$980.00		0.00			
E 13	WGRZ	10/22/16	10/22/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
Local News @ 6p Sa (6:00 PM-6:30 PM)															
CHANNEL 2 NEWS WEEKEND SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-					1	\$560.00		0.00			
E 14	WGRZ	10/18/16	10/24/16		CM	630-7p	MTWTF--	:30	2	\$1,125.00	P02-F	0.00	NM	2	\$2,250.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Nightly News NBC Nightly News (6:30 PM-7:00 PM)															
NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	MTWTF--					2	\$1,125.00		0.00			
E 15	WGRZ	10/18/16	10/24/16	ET 7-730p	CM	7-730p	MTWTF--	:30	2	\$585.00	P02-F	0.00	NM	2	\$1,170.00
Entertainment Tonight															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	MTWTF--					2	\$585.00		0.00			
E 16	WGRZ	10/18/16	10/24/16	LN (M-Su)	CM	11-1135PM-F&SU	MTWTF--	:30	4	\$575.00	P03-F	0.00	NM	4	\$2,300.00
Late News (11:00 PM-11:35 PM)															
CHANNEL 2 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	MTWTF--					4	\$575.00		0.00			
E 17	WGRZ	10/23/16	10/23/16	Local News @ 11p Su	DEM	Post NFL News	-----S	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
Post NFL News															
CHANNEL 2 NEWS POST NFL UPDATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$400.00		0.00			
E 18	WGRZ	10/18/16	10/24/16	Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$375.00	P03-F	0.00	NM	2	\$750.00
Tonight Show (11:35 PM-12:35 XM)															
TONIGHT SHOW STARRING JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	MTWTF--					2	\$375.00		0.00			
E 19	WGRZ	10/18/16	10/24/16	Late Night	CM	1235a-137x	MTWTF--	:30	2	\$95.00	P04-C	0.00	NM	2	\$190.00
Late Night (12:35 XM-1:35 XM)															
LATE NIGHT WITH SETH MEYERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/16	10/24/16	MTWTF--					2	\$95.00		0.00			
E 20	WGRZ	10/19/16	10/19/16	Prime Political Program	CM	Prime Political Pro	--W----	:30	1	\$2,000.00	P04-C	0.00	NM	1	\$2,000.00
Prime Political Program															
PRES. DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	--W----					1	\$2,000.00		0.00			
E 21	WGRZ	10/21/16	10/21/16	Fri Prime A	CM	8p-9p	----F--	:30	1	\$600.00	P04-C	0.00	NM	1	\$600.00
Fri Prime A (8:00 PM-9:00 PM)															
CAUGHT ON CAMERA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	----F--					1	\$600.00		0.00			
E 22	WGRZ	10/22/16	10/22/16	Sat Prime Other	CM	8p-11p	-----S-	:30	2	\$300.00	P04-C	0.00	NM	2	\$600.00
Sat Prime Special (8:30 PM-11:00 PM)															
DATELINE SATURDAY MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S-					2	\$300.00		0.00			
E 23	WGRZ	10/23/16	10/23/16	NFL Su FB Night in Ame	CM	Sunday	-----S	:30	1	\$775.00	P03-F	0.00	NM	1	\$775.00
Football Night in America															
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$775.00		0.00			
E 24	WGRZ	10/23/16	10/23/16	NFL Su Night Game	CM	NFL Regular Seas	-----S	:30	1	\$2,275.00	P03-F	0.00	NM	1	\$2,275.00
NFL Regular Season (8:30 PM-11:00 PM)															
NFL - SEATTLE VS ARIZONA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$2,275.00		0.00			
E 25	WGRZ	10/21/16	10/21/16	Fri Prime A	CM	8p-9p	----F--	:30	1	\$600.00	P04-C	0.00	NM	1	\$600.00
Fri Prime A (8:00 PM-9:00 PM)															
CAUGHT ON CAMERA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	----F--					1	\$600.00		0.00			
E 26	WGRZ	10/21/16	10/21/16		CM	8p-11p	----F--	:30	1	\$1,000.00	P04-C	0.00	NM	1	\$1,000.00

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				Fri Prime Other											
				Fri Prime Special		(9:00 PM-11:00 PM)									
DATELINE NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	----F--		1				\$1,000.00		0.00			
E 27	WGRZ	10/18/16	10/21/16	Late Night	CM	1235a-137x	-TWTF--	:30	3	\$135.00	P04-C	0.00	NM	3	\$405.00
				Late Night		(12:35 XM-1:35 XM)									
LATE NIGHT WITH SETH MEYERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-TWTF--		3				\$135.00		0.00			
N 29	WGRZ	10/19/16	10/21/16	Today Show 2	CM	9-10a	--WTF--	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	--WTF--		1				\$225.00		0.00			
													Totals	58	\$30,320.00